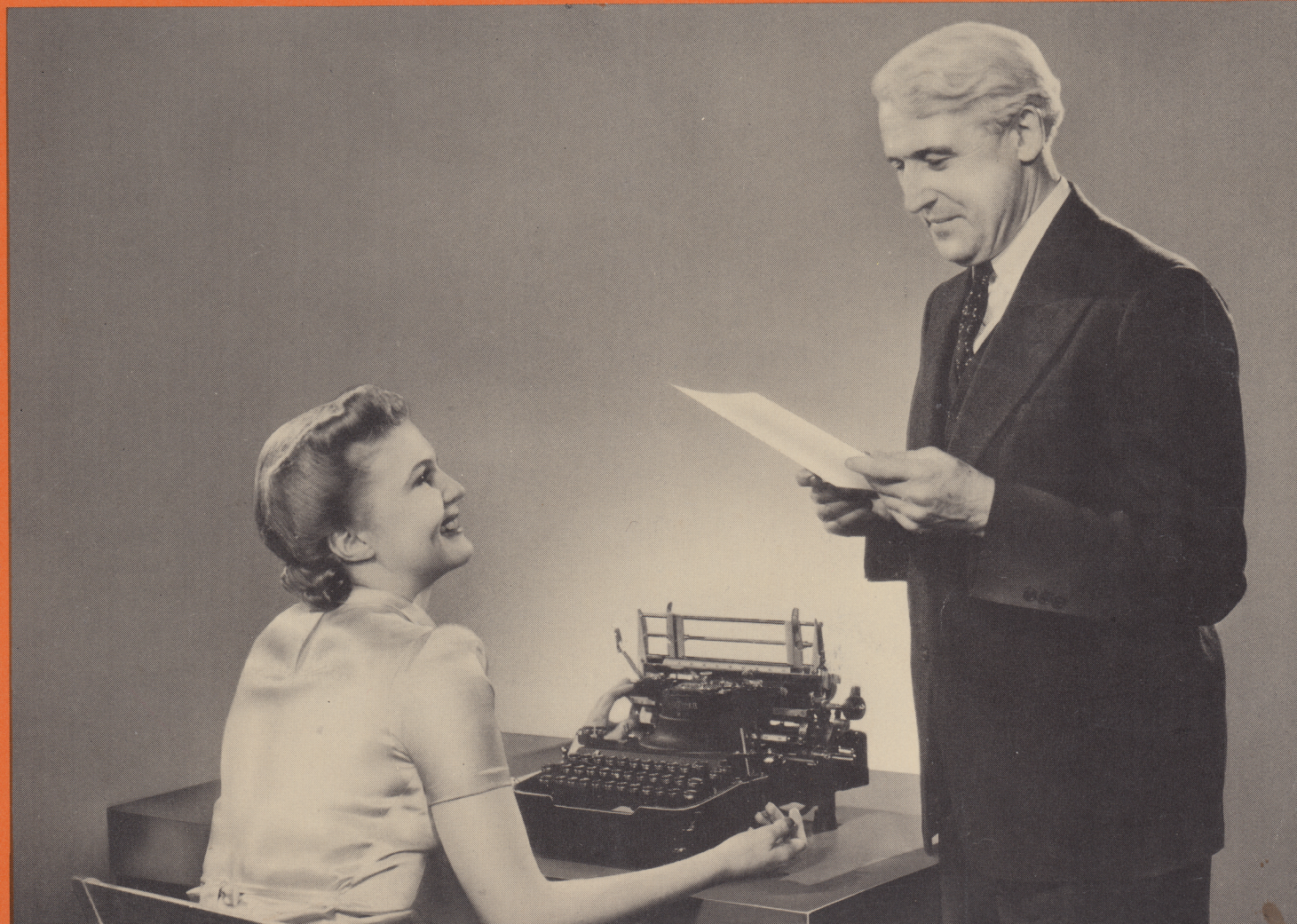
Vari-Typer Catalog



VARI-TYPER

REG. U.S. PAT. OFF.

"The Vari-Typer is a compact, electric Office Composing Machine employing a wide selection of changeable type faces and variable spacing for the rapid, economical preparation of distinctive copy for all modern processes of reproduction. It can be operated by any competent typist after proper instruction. The keyboard has a standard arrangement of letters, permitting operation by touch typing."

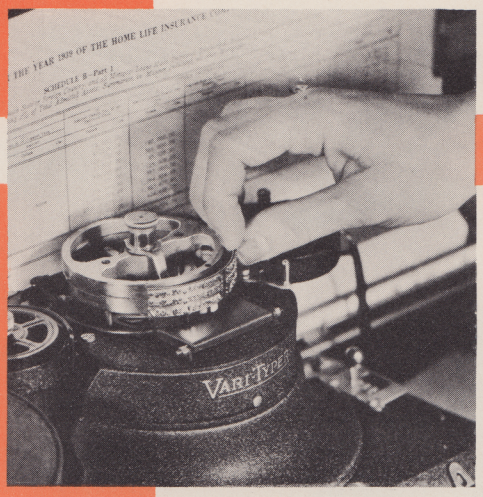
Book copyrighted by Mfgr., August 1940

RALPH C. COXHEAD CORPORATION

MANUFACTURERS OF VARI-TYPER

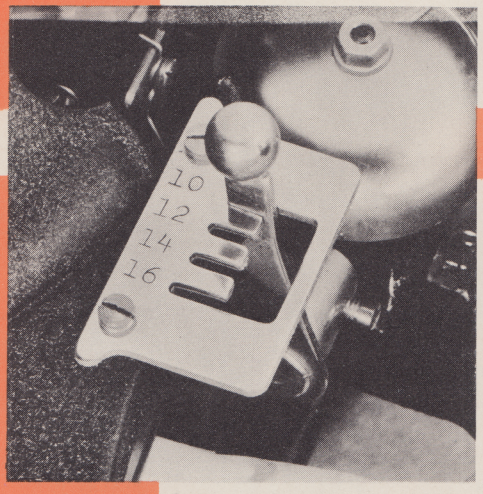
333 SIXTH AVENUE NEW YORK, N. Y.

Features of the Vari-Typer



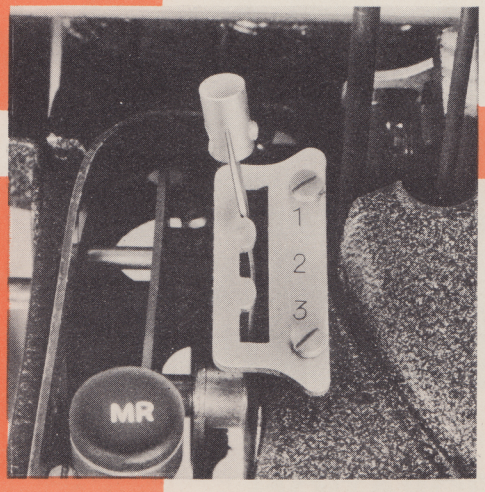
INSTANTLY CHANGEABLE TYPE

A curved, hard-metal segment containing ninety characters (upper case-lower case-figures) can be inserted in the Vari-Typer in a few seconds... simply depress a key...insert type font and with a flick of the fingers the font is in position for typing. The Vari-Typer holds two fonts at a time.



INSTANTLY CHANGEABLE SPACING

Change from one horizontal spacing to another... **EASILY**...by moving a lever from one notch to another. All Vari-Typers equipped with some combination (at least two) of 10,12,14,16 or 18 characters per inch. Variable vertical spacing (easily changed) permit 9,6,4-1/2,3-3/5&3 lines per inch.

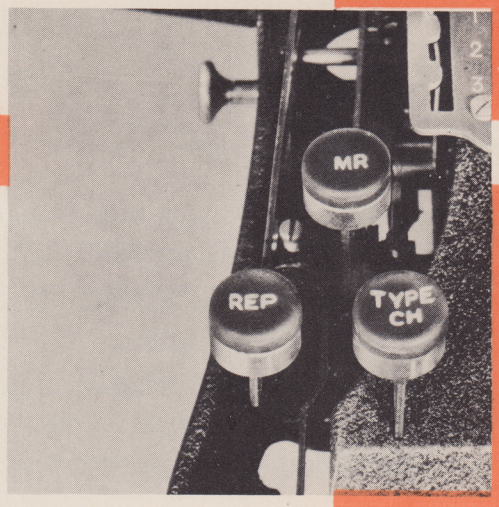


UNIFORM CONTROLLED IMPRESSION

A slight stroke on a Vari-Typer key selects the character. The actual printing is accomplished (electro-mechanically) by a hammer blow which forces the paper against the character selected. The lever shown controls the impression...guarantees uniform copy essential to good reproduction.

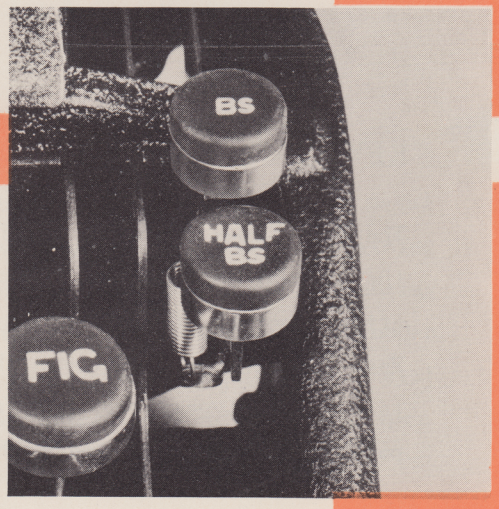
Composing Machine

BOLD FACE REPEAT KEY



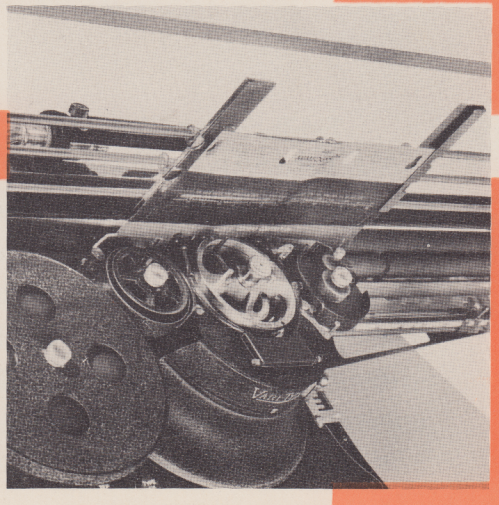
It is often desirable to deposit an extra impression on a character (particularly when using the bold-faced types for headings). The Bold Face Repeat Key permits the operator to "repeat" as many times as is necessary to accomplish any purpose. Fresh carbon is fed automatically for each repeat.

HALF-BACK SPACER



A key which permits the carriage to be moved one-half space to the right, facilitating the preparation of justified or even-right-hand margin copy. This is accomplished manually by "spacing out" or "condensing" the space between words of any line to give a uniform width or printed effect to a page.

STENCIL LIGHT



Located in the back of the machine, the stencil light throws a reflected light through the stencil permitting a constant check of the work. It is easy on the operator's eyes; saves valuable time in proofreading. By its use the production of matchless stencil reproduction is guaranteed.

TYPE DRAWER

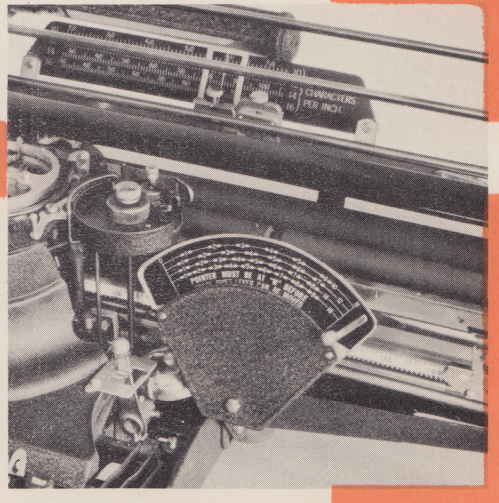
A convenient compartment, holding sixteen type fonts instantly available for use, which springs open upon withdrawal from its place below the keyboard. A safe place to store your type fonts from damage or loss. Saves time in the proper identification and selection of your type fonts.

KEYBOARD – SPEED – COMPACTNESS

The Vari-Typer keyboard is similar to that of the standard typewriter. A competent typist, after a period of instruction, can operate the Vari-Typer at a speed comparable with that obtained on a typewriter. The Vari-Typer is compact...takes no more space than a typewriter.

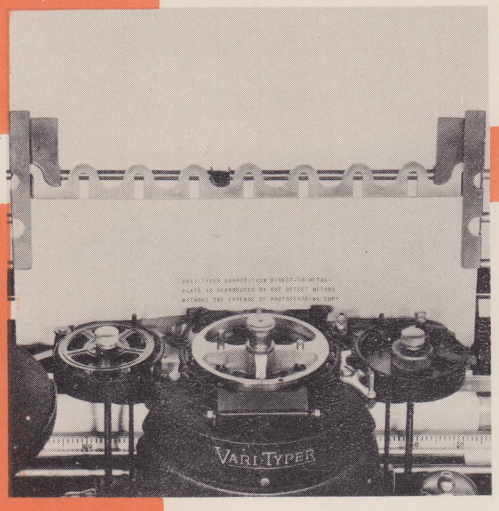
AUTOMATIC JUSTIFICATION

Automatic Justification models produce copy with a justified or even-right hand margin. This vitally important feature, indispensable for booklets, catalogs, etc.etc., is amazing in its simplicity of operation. Every line (from 1.9" to 7.4") is stretched automatically to a predetermined width.



CARBON RIBBON ATTACHMENT

To meet the requirements of Photo-Offset and Metal Plate reproduction for sharp, clear copy, this attachment feeds a new section of ¼" carbon paper (from a 1200' roll) for each impression. One time usage of carbon paper insures uniform copy essential for reproduction; costs less than 1/5¢ per foot.



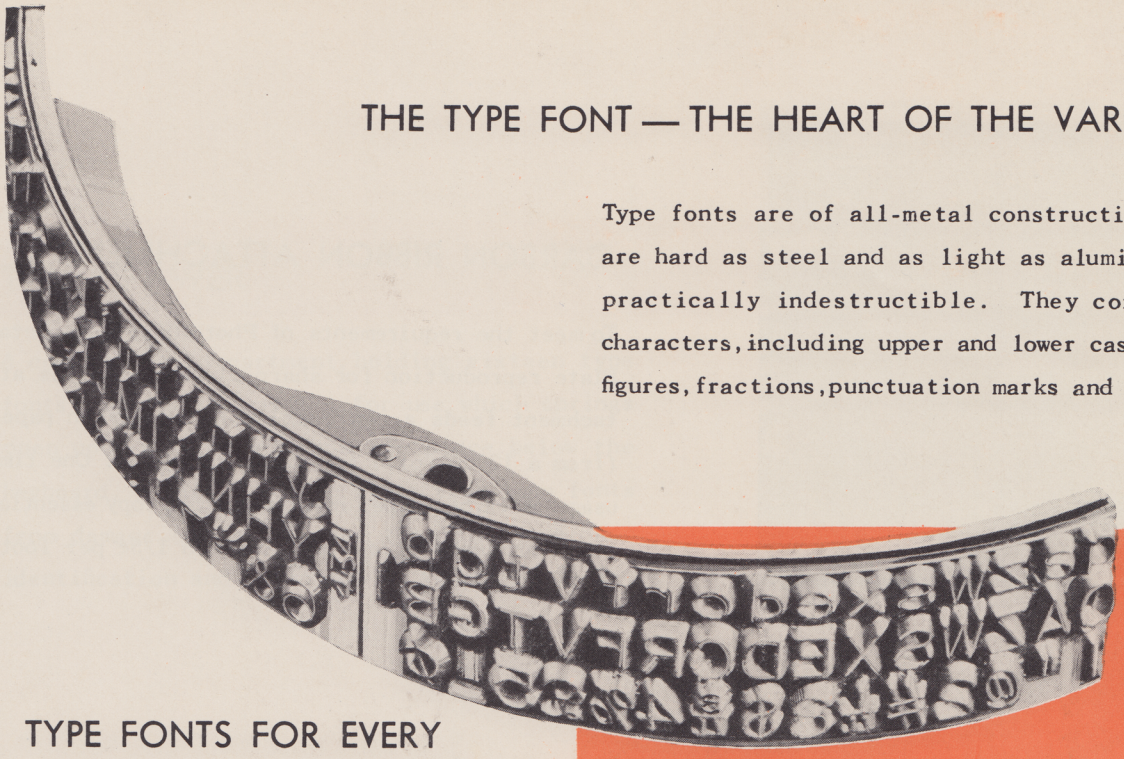
METAL PLATE MECHANISM

Designed by our engineers for typing on metal plates, this device draws the shield containing the carbon paper back from the plate, preventing marking at the time of impression. A split wooden roller is used to facilitate handling the metal plate...a unique device found only on Vari-Typer.

MATHEMATICAL ATTACHMENT

Allows the use of special fonts of type with 120 characters, by employing a Numerator and Denominator shift in addition to the regular shifts. Invaluable for the economical preparation of mathematical copy. A machine so equipped may be used also for any other application.

THE TYPE FONT — THE HEART OF THE VARI-TYPER



Type fonts are of all-metal construction; they are hard as steel and as light as aluminum; are practically indestructible. They contain 90 characters, including upper and lower case; also figures, fractions, punctuation marks and symbols.

TYPE FONTS FOR EVERY TYPOGRAPHICAL PURPOSE

There are sixty-eight popular English type fonts (from 6 to 14 point), including: modern print face series; gothic series, with matching bold-face fonts; roman series, italic series; also many unusual type faces for obtaining distinctive reproduction. In addition, there are approximately 200 types, including chemical, medical, script, library, mathematical, fractional, special tariff, and fonts of every modern foreign language.

PRESIDENT One of the four of the President family of Vari-Typer faces, this type is especially adaptable to the preparation of copy for direct-to-metal-plate

VIENNESE A beautiful, modern Elite type, which also writes well at Pica spacing. Especially suitable for body copy or for correspon-

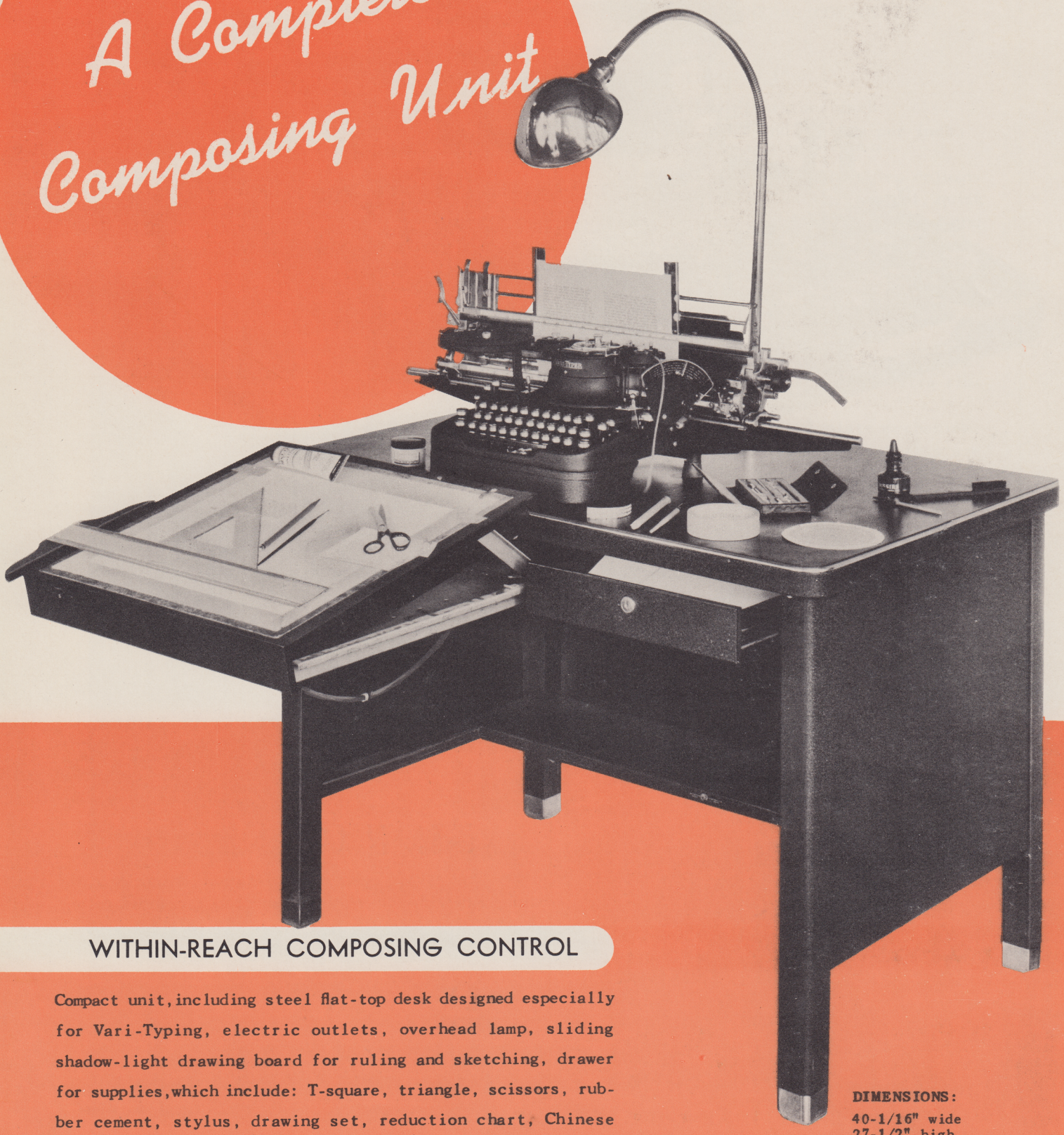
GOTHAM A good print face type which may be used at a very compact horizontal spacing. Also has matching capitals which are useful for headings for

MINIATURE ITALIC *Wherever emphasis is needed this type serves the purpose. It may well be used for footnotes, explanatory matter, or any place where the use of an Italic is*

MANHATTAN Combining compactness with good legibility, this face serves a number of purposes. Where the conservation of space is highly important, as in footnotes, explanatory matter, etc., this type excels. Forms requiring columnar headings may be done

EXPRESS GOTHIC An excellent type for headings, subheadings, or for any bold faced effect in copy. Reproduces extremely well in all the

A Complete Composing Unit



WITHIN-REACH COMPOSING CONTROL

Compact unit, including steel flat-top desk designed especially for Vari-Typing, electric outlets, overhead lamp, sliding shadow-light drawing board for ruling and sketching, drawer for supplies, which include: T-square, triangle, scissors, rubber cement, stylus, drawing set, reduction chart, Chinese white, brush, india ink, eraser, blue pencil and Art Mask.

DIMENSIONS:
40-1/16" wide
27-1/2" high
26-1/16" overall

Secretarial Model SM-9

TWO SPACE MODEL FOR STENCIL WRITING AND DISTINCTIVE TYPING

CARRIAGE LENGTH:	9" only. Writing line - 8.1"
SPACINGS:	Horizontal, 12 and 16 letters per inch. Vertical, 9,6,4-1/2,3-3/5 and 3 lines per inch. Other combinations of line spacings available.
FEATURES:	Uniform impression control, quick type change key, variable line finder, marginal and tabulation stops, open-end carriage, electric motor 110 volt (or 220) operates on AC or DC, and rubber keys.
TYPES:	Any two from a wide selection.
ACCESSORIES:	Cover, felt pad, Instruction Manual, Type Catalog, backing sheets, brush, cloth ribbon and extra ribbon shields.
EXTRA EQUIPMENT:	Shadow light, bold-face repeat key, type drawer, half-back spacer, metal plate mechanism, carbon ribbon attachment.

Automatic Justifier Model B-9

TWO SPACE AUTOMATIC JUSTIFIER FOR GENERAL COMPOSITION

CARRIAGE LENGTH:	9" only. Writing line - 8.1"
SPACINGS:	Horizontal, 12 and 16 letters per inch. Vertical, 9,6,4-1/2,3-3/5 and 3 lines per inch. Other combinations of line spacings available.
FEATURES:	Automatic Justifying Mechanism (justifies columns from 1.9" to 3.4"),uniform impression control, quick type-change key, variable line finder, marginal and tabulation stops, open-end carriage, electric motor 110 volt (or 220) operates on AC or DC, bold-face repeat key, type drawer, stencil light, half-back spacer, and rubber keys.
TYPES:	Any two from a wide selection.
ACCESSORIES:	Cover, felt pad, Instruction Manual, Type Catalog, backing sheets, brush, cloth ribbon and extra ribbon shields.
EXTRA EQUIPMENT:	Carbon ribbon attachment; metal plate mechanism. (model below is equipped with both, but they are extra equipment.)

Standard Model T-16

THREE SPACE MODEL AVAILABLE IN FOUR CARRIAGE LENGTHS

CARRIAGE LENGTHS:	9",16",20",24" Writing line - deduct .9 of an inch.
SPACINGS:	Horizontal, 10, 12 and 16 letters per inch. Vertical, 9,6,4-1/2,3-3/5 and 3 lines per inch. Other combinations of line spacings available.
FEATURES:	Uniform impression control, quick type change key, variable line finder, marginal and tabulation stops, electric motor 110 volt (or 220) operates on AC or DC, bold-face repeat key, type drawer, stencil light, half-back spacer, and rubber keys.
TYPES:	Any two from a wide selection.
ACCESSORIES:	Cover, felt pad, Instruction Manual, Type Catalog, backing sheets, brush, cloth ribbon and extra ribbon shields.
EXTRA EQUIPMENT:	Carbon ribbon attachment; metal plate mechanism. (model below is equipped with both, but they are extra equipment.)
OTHER MODELS:	Three-space models other than the T-16 shown below are: Q - 10,12,14; L - 10,14,16; W - 12,14,16. In ordering, letter indicates spacings, figure the carriage length. For example, T-16, Q-9, W-24. An extra charge must be added to substitute 18 spacing.

Commercial Model F-24

FOUR SPACE MODEL AVAILABLE IN FOUR CARRIAGE LENGTHS

CARRIAGE LENGTHS: 9",16",20",24" Writing line - deduct .9 of an inch.

SPACINGS: Horizontal, 10, 12, 14 and 16 letters per inch.
Vertical, 9,6,4-1/2,3-3/5 and 3 lines per inch.
Other combinations of line spacings available.

FEATURES: Uniform impression control, quick type-change key, variable line finder, marginal and tabulation stops, electric motor 110 volt (or 220) operates on AC or DC, bold face repeat key, type drawer, stencil light, half-back spacer and rubber keys.

TYPES: Any two from a wide selection.

ACCESSORIES: Cover, felt pad, Instruction Manual, Type Catalog, backing sheets, brush, cloth ribbon and extra ribbon shields.

EXTRA EQUIPMENT: Carbon ribbon attachment; metal plate mechanism. (model above is equipped with both, but they are extra equipment.)
An extra charge must be added to substitute 18 spacing.

Automatic Justifier Model A-20 *or* AE-20

FOUR SPACE AUTOMATIC JUSTIFIER FOR ALL TYPES OF WORK

CARRIAGE LENGTHS: 9" and 20" only. Writing line - deduct .9 of an inch.

SPACINGS: Horizontal, A-20 - 10,12,14,and 16 letters per inch.
AE-20 - 12,14,16 and 18* " " "
Vertical, 9,6,4-1/2,3-3/5 and 3 lines per inch.
Other combinations of line spacings available.

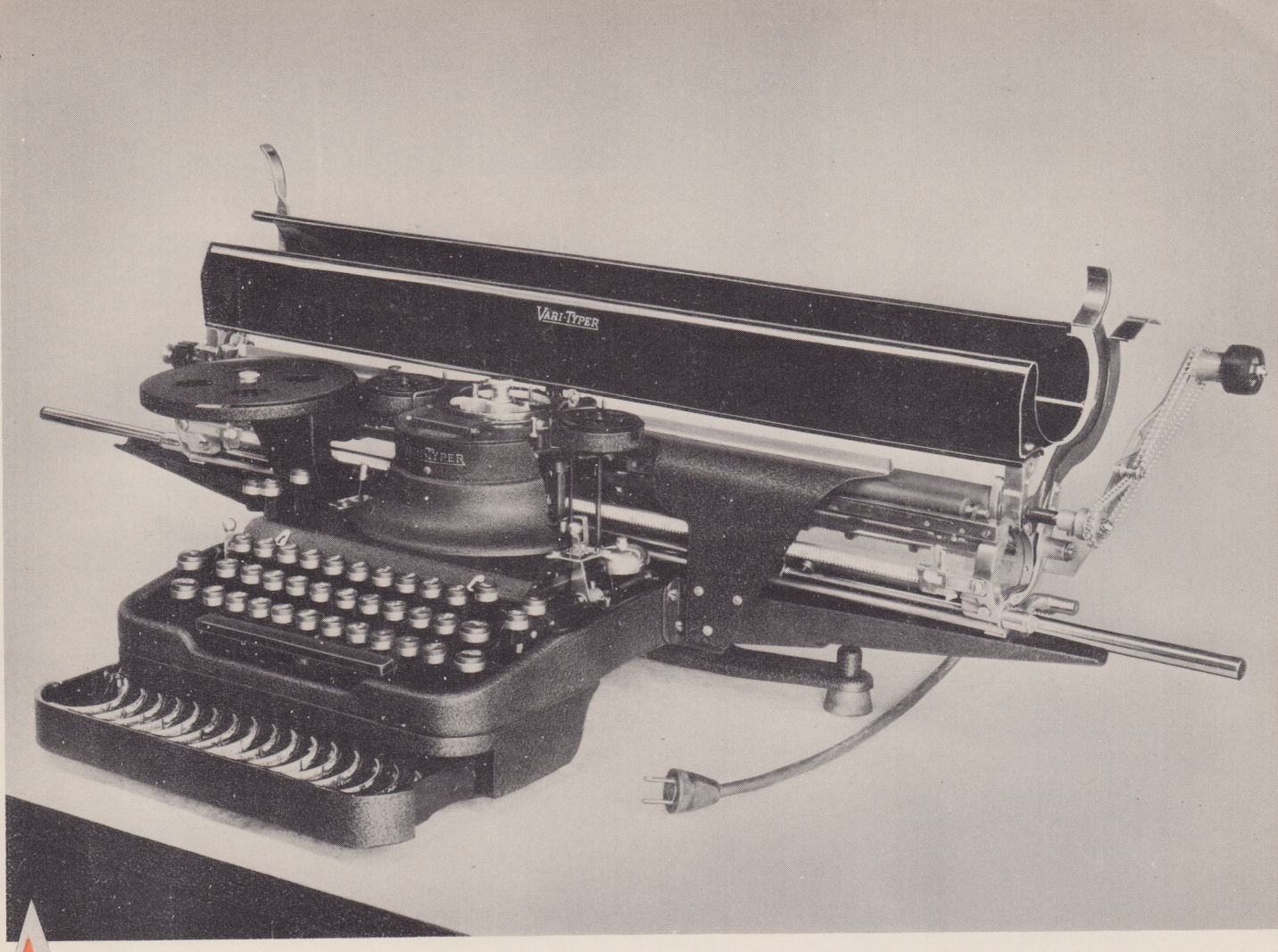
FEATURES: Automatic Justifying Mechanism (justifies columns 1.9" to 7.4"), uniform impression control, quick type-change key, variable line finder, marginal and tabulation stops, electric motor 110 volt (or 220) operates on AC or DC, bold-face repeat key, type drawer, stencil light, half-back spacer and rubber keys.

TYPES: Any two from a wide selection.

ACCESSORIES: Cover, felt pad, Instruction Manual, Type Catalog, backing sheets, brush, cloth ribbon and extra ribbon shields.

EXTRA EQUIPMENT: Carbon ribbon attachment; metal plate mechanism. (model below is equipped with both, but they are extra equipment.)

*An extra charge must be added to substitute 18 spacing.



Blue Print Model BP-24

SPECIAL MODEL FOR TYPING TO EXTRA LONG TRACINGS

CARRIAGE LENGTH: 24" Writing line - deduct .9 of an inch.

SPACINGS: Horizontal, 10,12,14 and 16 letters per inch.
Vertical, 9,6,4-1/2,3-3/5 and 3 lines per inch.
Other combinations of line spacings available.

FEATURES: Special basket on top of erasing plate, extra long line space, carriage release and feed roll levers, long line guides, uniform impression control, quick type-change key, variable line finder, marginal and tabulation stops, electric motor 110 volt (or 220) operates on AC or DC, bold face repeat key, type drawer, stencil light, half-back spacer, open-end carriage and rubber keys.

TYPES: Any two from a wide selection.

ACCESSORIES: Cover, felt pad, Instruction Manual, Type Catalog, backing sheets, brush, a special ribbon and extra ribbon shields.

EXTRA EQUIPMENT: Carbon ribbon attachment; metal plate mechanism. (model above is equipped with both, but they are extra equipment.)

Who Uses the Vari-Typer

COMMERCIAL FIRMS & MANUFACTURERS

AVIATION
AUTOMOTIVE
FOOD & BEVERAGES
BUILDING
CLOTHING
MARINE
METALS
PAPER
PAINT
TEXTILES
WINES & LIQUORS

GOVERNMENT OFFICES

FEDERAL
STATE
COUNTY
CITY

LITHOGRAPHERS & LETTERSHOPS

LITHOGRAPHERS
PRINTERS
LETTERSHOPS
BLUE PRINTING

ASSOCIATIONS & CHARITABLE INSTITUTIONS

CHURCHES & RELIGIOUS ORGANIZATIONS
HOSPITALS
TRADE & FRATERNAL ORGANIZATIONS
CHAMBERS OF COMMERCE

RETAIL STORES

DEPARTMENT STORES
CHAIN STORES

PUBLISHERS

NEWSPAPER
BOOK
MAGAZINE

INSURANCE COMPANIES

LIFE
FIRE
CASUALTY
MARINE

PUBLIC UTILITIES

GAS & ELECTRIC
TELEGRAPH
TELEPHONE
WATER

FINANCIAL INSTITUTIONS

COMMERCIAL & SAVINGS BANKS
ECONOMISTS
BROKERS
INVESTMENT HOUSES
CREDIT HOUSES

TRANSPORTATION COMPANIES

BUS
STREET CAR
RAILROAD
AIR LINES
STEAMSHIPS

MISCELLANEOUS

HOTELS
RESTAURANTS
LAW & ACCOUNTING FIRMS
FOREIGN EXPORT & IMPORT HOUSES

DEMONSTRATION: We will be pleased to arrange a physical demonstration of the Vari-Typer at your convenience. There is, of course, no obligation.

GUARANTEE: Vari-Typer is guaranteed for one year against defective materials or workmanship.

Partial List of Users

Standard Oil Company of Indiana
Bristol-Myers Co.
Simmons Hardware Co.
Merck & Co.
Sheffield Steel Co.
Miller Vocational School
Yale University
Klein Baum Art School
Columbia University
Joseph Horne Co.
First Congregational Church
McGraw Hill Publishing Co.
Bankers Life Insurance Co.
Western Union
Pacific Telephone Co.
Bridgeport People's Savings Bank
Morris Plan Industrial Bank
Mandel Bros. Department Store
Automobile Club of Michigan
Western Pacific Railroad
Katz Advertising Agency
Hotel Barnum
National Broadcasting Co.
Midland Television, Inc.
War Department
Greyhound Management Co.
North Beach Airport
National City Bank
Iowa Insurance Service Bureau
Woodlawn Cemetary
Grand Lodge of Masons
Kendall Refining Co.
Quaker's Oats Co.
Chevrolet Motor & Axle Co.
Western Electric Co.
Weyerhauser Timber Co.
American Writing Paper Corp.
Minneapolis Honeywell Regulator Co.
Creat-O-Lith
Naval Air Station
American Steel & Wire Co.
Timken Roller Bearing Co.
General Motors Corporation
R. C. A. Mfg. Co.
National Screw Co.
American Type Founders
Delco Appliance Corp.
Eastman Kodak Co.
A. B. Dick Co.
Metropolitan Life Insurance Co.

National Biscuit Company
Ford Motor Car Company
H. J. Heinz Co.
Westinghouse Electric Co.
Seagram's Distillers
Institute of Applied Econometrics
Evander Childs High School
Catholic Youth Organization
Harvard University
Rogers Business School
Kiwanis International
Scripps-Howard Newspapers
Western Life Insurance Co.
American Gas Association
New England Telephone Co.
Federal Reserve Bank
Investor's Syndicate
H. L. Green Co.
New York Central Railroad
Pere Marquette Railway Co.
Graphic Arts Co.
F. W. Dodge Co.
Dr. A. Canfield
Columbia Broadcasting Co.
Department of Agriculture
Boeing Aircraft Co.
S. S. Kresge Co.
Consumers Power Co.
Liberty Mutual Insurance Co.
The Presbyterian Hospital
Chamber of Commerce (Brooklyn)
Socony Vacuum Oil Co.
Briggs & Stratton
Elliott Addressing Machine Co.
Tung-Sol Lamp Works
Wirthmore Feed Mfg. Co.
The Atlantic Monthly
St. Paul Public Library
State of Oregon
City of Boston
Zellerbach Paper Co.
Consolidated Edison Co., Inc.
Marine Midland Trust Co.
Home Life Insurance Co.
Sinclair Refining Co.
Navy Department
Soil Conservation Service
N. Y. Public Library
Princeton University
N. Y. Telephone Co.

American La-France Foamite Corp.
Glenn Martin Co.
International Paper Co.
Anaconda Wire & Cable Co.
Milo School of Fashion
Schoor Designing Academy
Stewart Warner Corp.
Brooklyn College
University of Chicago
Walter N. Moore Dry Goods Co.
Bankers Trust Co.
New York Daily Mirror
Public Service Corp.
Commonwealth Edison Co.
Mt. Vernon Community Chest
Financial Information
H. M. Gartley, Inc.
Abraham & Straus
Pennsylvania Railroad
New England Life Insurance Co.
New York World's Fair
Rev. Paul M. McDade
Vincent Astor
Radio Station KFBK
Washington Motor Coach
Sperry Gyroscope Co.
J. P. Morgan Co.
Peoples Gas Light & Coke Co.
Crane & Co.
American Red Cross
General Refineries
Ohio Farm Bureau Corp.
Christian Science Pub. Society
Linen Thread Co.
U. S. Rubber Co.
Ryerson Steel Co.
Offset Composition Artists
Worth Printing Co.
Jones & Laughlin Steel Corp.
Ace Letter Service
National Tube Co.
Brown & Sharpe Mfg. Co.
Joseph Dixon Crucible Co.
Addressograph-Multigraph Corp.
American Thread Co.
Colgate-Palmolive-Peet Co.
Celanese Corp. of America
Ward Baking Co.
The Bristol Co.
Worthington Pump & Machinery Co.

SERVICE: Vari-Typer service is available in practically all principal cities of the U.S.

TERMS: Convenient purchase terms may be arranged.

PRIMARY USES OF VARI-TYPER

STENCIL DUPLICATION

As a means for writing a stencil, the Vari-Typer has no equal. Uniform impression control, bold-faced types for headings, variable spacings (permitting two ordinary pages of stencil work to be Vari-Typed to one) and the stencil light are all factors contributing to the matchless composition of stencils. House organs, price lists, financial statements, catalogs, sales manuals, etc., all are effectively and economically composed on the Vari-Typer.

The cloth or carbon ribbon is easily taken from the shield. A stencil (with a Vari-Typer backing sheet) is easily inserted in the machine. The Vari-Typer will "cut" the stencil with the double advantage of uniform impression control and a constant check by means of the shadow light. Corrections are made with stencil in the machine.

METAL PLATE

Composition direct to metal plate for reproduction by the offset process is another application where Vari-Typer has definitely taken the lead. The metal plate mechanism (exclusive with the Vari-Typer) along with its outstanding features, makes possible composition direct to metal plate which compares favorably with Photo-Offset results. Sales manuals, catalogs, government bulletins, house organs, etc., are economically composed in this manner.

Composition direct to a metal plate does not differ from regular Vari-Typing. The plate is inserted in the machine with one end clamped in a wooden roller, which facilitates the rolling of the plate without buckling or bending. Corrections are made with a spun glass eraser.

PHOTO-OFFSET

The Vari-Typer is a most economical method of composing master copy for Photo-Offset reproduction. With the carbon paper ribbon attachment designed especially for Photo-Offset composition and other unique features, copy for books, catalogs, manuals, house organs, school papers, forms, etc., can be enlarged or reduced to fit your needs.

The copy is simply Vari-Typed on paper, with bold-faced heads, body copy, footnotes, in one complete operation. Corrections are Vari-Typed on another sheet of paper and pasted on the original. Marks are obliterated with Chinese white. The final copy is sent to a Photo-Offset house for reproduction.

SPIRIT AND CHEMICAL DUPLICATORS

The aniline dye process, spirit or gelatin, is ideal for Vari-Typer composition. In this, and other similar processes, the master copy is the only source of ink supply for reproduction. Due to the fact that Vari-Typer places an even amount of deposit on the master sheet, a greater number of clearer copies are obtainable. A variety of type faces greatly improves the appearance of work of this nature,

Composition on the Vari-Typer is handled as on an ordinary typewriter. For spirit duplicator composition, use a good grade of master paper, backed with special hard carbon paper typed with the carbonized side against the back of the master copy. Gelatin process composition requires a good grade of master paper and a hectograph cloth ribbon.

ALL BODY COPY OF THIS CATALOG COMPOSED ON THE AUTOMATIC JUSTIFIER VARI-TYPER

♦ - Reduction

3

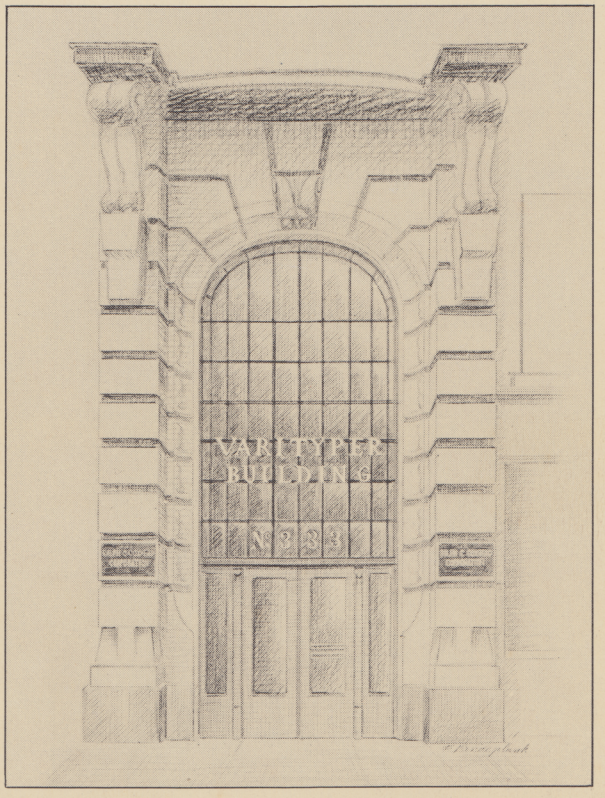
Composed in 1 hour on the Vari-Typer - Reproduced on Multigraph Duplicator

*Bowl, Glass	GS100	GS101	GS101	GS101	GS100	FP212	FP212	FP212	GS100
Gasket, Bowl	GS101	FP212	FP212	FP212	FP212	GS106	GS106	GS106	
Nut & Seat, Ball	FP212	GS106	GS106	GS106	GS106				
Screen	GS106								
		FP272		FP 267					
LINKAGE PARTS									
Gasket, Pull Rod	FP272	FP272	FP272	FP272	FP272	FP272	FP272	FP272	FP272
Linkage	FP267	FP267	FP267	FP267	FP267	FP267	FP267	FP267	FP267
	FP234	FP295K	FP295H	FP295Q	FP295J	FP240	FP341		
ROCKER ARM PARTS									
Pin, Rocker Arm	FP234	FP234	FP234	FP234	FP234	FP234	FP234	FP234	FP234
Rocker Arm	FP295K	FP295H	FP295Q	FP240	FP240	FP295J	FP240	FP240	FP240
Spring, Rocker Arm	FP240	FP240	FP240	FP341	FP341	FP240	FP341	FP341	FP341
Washer, Rocker Arm Pin	FP341	FP341	FP341			FP341			

*Metal Bowl GS100M may be used in place of glass bowl.
*If new diaphragm bumps against old top cover, use new top cover FP296A.

Starting near the low point for the 5-year period, expenditures for the types of assistance included in the survey rose steadily with only minor fluctuations from January 1932 through January 1935 (table 2). Beginning in February 1935 expenditures dropped steadily until the summer of 1936, reflecting improvement in business conditions, transfers of general relief cases to the Works Program, transfer of cases from direct relief to the summer of 1935, final rehabilitation program, and, after the summer of 1935, a new drought, early 1936 the downward trend was reversed, and a new drought, other factors, caused a rise in relief expenditures which continued steadily to the end of the year.

1932 aggregate expenditures for public general assistance, veterans' assistance, public aid to the aged, to the blind,



THE HOME OF VARI-TYPER

Litho'd in U.S.A.